

HOW TO SELL GOODS IN LATIN AMERICA

Jose F. Godoy, Titular Minister of Mexico to Cuba, Gives Advice.

KNOWLEDGE OF LANGUAGE AND COURTESY ESSENTIAL

Better Packing and Banking Facilities and Longer Credits Should Be Arranged.

Spanish-speaking salesmen who know the ways of the people and who do not make the American eagle screech wherever opportunity offers are the right sort of missionaries to spread the gospel of trade in Latin America. This is the suggestion made by Jose F. Godoy, titular minister of Mexico to Cuba and former charge d'affaires in Washington, now in this city.

The trade policy should not be to force American ideals in materials offered for sale or in methods of doing business, but to adjust both commodity and method to the Latin standard. Courtesy, Mr. Godoy insists, is the most imperative asset in dealing with the Latin merchant.

"American manufacturers must disseminate themselves of the idea that all markets in Latin America are alike," says Mr. Godoy, "and that if they know something about one of these markets they know it all with reference to the others. The minister of Bolivia has pointed out this fallacy; and it needs but little thought to understand that conditions of trade in Uruguay, for instance, must be different from those existing in Guatemala.

Proper Packing of Goods.
"The proper packing of goods is one of the things that may militate against the increase of American trade with Latin America. This is a subject that has been extensively dwelt upon by others, and is one of greater importance than what appears to those who know little about it.

"If manufacturers here are desirous of extending their trade relations by sending their representatives to the Latin American republics they should send either natives of such countries or persons who know the language, customs and the manner of dealing, of those people. By all means avoid being represented by a person who seeks to show the superiority of their country over that in which they do business, who want to force upon the natives the methods of dealing for those in practice in Latin America, and who when about trying to sell their goods do not show proper courtesy to their prospective clients.

"Let the word 'courtesy' be the motto of the American agents or representatives. Let them put it into practice at all times, at all seasons and everywhere.

"I am glad to say that lately many firms in the United States have shown their wisdom in putting into application and pursuing with undoubted success most of the suggestions made by those who advocate a proper increase in the trade relations between this great republic and her sisters beyond the Rio Grande.

"I have lived many years in my native country (Mexico) and also in the Central American republics and Cuba. Although during those periods of my life I have devoted myself to the practice of the law and diplomacy, and such have been my pursuits in the United

States, I can say with perfect truth that I know something about the business methods and the manner of dealing of American companies, who have sent their representatives or established branches in such countries, and what are the required conditions for an increase of their trade in Latin America.

Better Banking Facilities.
"Let me emphasize and earnestly urge the necessity of granting long credits and greater banking facilities in order to improve the trade relations between this country and the Latin American republics. These two points have been forcibly and continuously dwelt upon by those who have heretofore discussed this subject, and it is needless to go over the arguments and present again the views of those who rightly advocate the granting of long credits and greater banking facilities to Latin American merchants and exporters. As to the latter point it appears that New York bankers have seen how important that is, and one of them, the National City Bank, under the management of Mr. Vanderbilt, former assistant secretary of the Treasury, is earnestly pursuing the course which experience has pointed out to him. It is to be hoped that other banking institutions will follow along the lines marked out by Mr. Vanderbilt and that in Washington some public-spirited and wide-awake bankers will do likewise.

"It has been stated over and over again that in order to succeed in their dealings with the Latin American republics the manufacturers of the United States should know something of the conditions and situation as well as of the language of the country in which they propose to transact business. This seems so elementary in its nature that it has been so well understood by European manufacturers and merchants, that it seems unnecessary to discuss it. It is the knowledge of the language of the Europeans, and especially the Germans, have succeeded so well in those countries.

Character of Goods.
"The character and kind of the goods furnished to Latin Americans constitute also an important factor in the success to be attained in dealing with them. Such goods must be as they are represented, and not of an inferior quality, as sometimes happens to be the case. The remarks made by a well known writer lately, as applicable to the goods of the United States, are applicable to American manufacturers: 'Merchants in the far-off quarters of the globe know exactly what they are ordering and exactly what they will like when they receive it, and they are never disappointed.' It will not, therefore, to send a cheap or inferior class of goods to Latin America, when they are accustomed to get articles of fine quality and exactly of the kind for, and adaptability to, their needs."

ALLIES DO NOT DESIRE U. S. MEDIATION, HE SAYS

"There Must Be a Monroe Doctrine for Europe," French Editor Declares.

"There must be a Monroe doctrine for Europe," declares Paul Leroy-Beaulieu, editor of L'Economiste Français, the leading economic journal of France, in the number for October 3, which has just arrived at the Department of Agriculture.

Far from seeming to wish for mediation by the United States, the distinction of French journals and members of the institute emphatically declare that the triple entente will never tolerate any mediation of the United States after the war, as kindly as our efforts may be.

May Reflect Nation's View.
M. Leroy-Beaulieu, who stands prominent among French economists, is a professor in the College of France, and is a man known all over France, so his opinion, as expressed in his weekly journal, may be taken as the voice of the sentiment of the French nation, declares a high official of the Department of Agriculture.

"There can be no question, now or in the future, of the mediation of the United States in putting an end to the present war," he declares, "at the end of the ninth article in the general series entitled 'The War.'"

"The United States may testify respecting the atrocities and the violations of international law committed by the German armies. But never will the triple entente and their allies, when the day of settlement shall come, admit the United States as mediators or as arbitrators.

Not Lacking in Respect.
"It is not through a lack of respect for the position of the United States or for that of President Wilson, or from the nations of the triple entente have sentiments of the very highest esteem. It is the sentiment of natural right, that, after the victory of the conditions that follow, after having been driven by a haughty and disloyal adversary into an abominable war, we alone are the just, after victory, of the conditions that ought to be imposed, that must be imposed, in order that peace shall bring about the necessary reparations and guarantees.

This mediation will neither be sought nor accepted by the United States and President Wilson, who are constantly invoking the Monroe doctrine, would accept no European mediation if they were at war with an American nation. There must also be a Monroe doctrine for Europe."

NEW JOB FOR CHAPLAINS. Assigned to Role of General Entertainers of Enlisted Men.

In addition to their religious duties the army chaplains this winter will assume the role of general entertainers for the enlisted men. To carry out that program something like \$80,000 will be expended on amusement outfits for chaplains, each of whom will be furnished with a tent so that his entertainments need not be suspended while the army is in the field. The properties of the chaplains' show will consist of a motion picture machine, stereopticon outfit and a phonograph. These articles will be furnished by the War Department and most regiments will have pianos and many of them bands to assist the chaplains in their entertainments.

POINTED PARAGRAPHS.

It's up to the tramp steamer to dodge police boats.

Despair is the undertaker who carts off our dead hopes.

In telling a man of his faults use a long-distance telephone.

People speak the truth—when they talk in their sleep.

Aeroplane are safer than automobiles—if you are crossing a street.

The man who has a system for beating the races seldom has anything else.

It only costs a nickel to board a street car, but you can't board an auto for that.

Many a man who hopes to wake up and find himself famous forgets to set the alarm clock.

The females of the species are wearing small reason, but the bills are just as large.

It flatters a girl almost as much if a man proposes to her as it does if he had sent her a dollar box of candy.

A mother may not train her child as the neighbors think she should, but she never seeks their advice.

DEMOCRATS COUNT ON RECORD VOTE

Seventh Virginia District Aims Double Compliment in Hay's Re-Election.

TO COMMEND PRESIDENT ALSO IS PARTY'S AIM

Washington Riders Attend Fox Chase Near Morgan's Mill, Clarke County.

Special Correspondence of The Star.
WINCHESTER, Va., October 31.—The democrats of the seventh Virginia district are counting on re-electing Representative James Hay as the member of Congress from this district in next Tuesday's election. The district majority he has ever received since his first election about twenty years ago. Democratic leaders have urged the voters to go to the polls November 3 and vote for Mr. Hay, just as if he had a strong and active antagonist, for it is pointed out, a vote for Hay will also mean a vote of confidence in President Wilson's administration and in the soundness of the President's policies. Dr. E. C. Garrison of Dayton, Rockingham county, is a candidate for Congress from this district on the socialist ticket, but his vote is certain to be very small.

Mr. Hay, who is chairman of the House committee on military affairs, takes no stock in off-repeated statements that the United States is in danger of getting into a war with Japan or Germany or any other foreign power. He does not favor a large standing army, but he does think the country should have in reserve a good equipment of modern artillery, munition and more airplanes for military purposes. Mr. Hay has gone to his home at Madison, Madison county, where he will remain until after the election.

Power Plant Stirs Weverton.

The people of Weverton and vicinity are greatly interested in reports which have been in circulation for some time past to the effect that plans have been launched for the construction of a great electric power plant at the old Weverton dam along the Potomac river, which, it is stated, is to generate power for traction and lighting purposes in the National Capital and vicinity.

The present dam, it is reported, is to be raised to a height of fourteen feet. The minimum capacity of the proposed plant is to be 15,000 horsepower and a maximum of 25,000. It is understood that a right-of-way nineteen feet wide has been secured as far east as Leesburg, Va., from Weverton.

Upward of 200 people, from many parts of the lower Shenandoah valley and from the Blue Ridge mountains attended a fox chase, which was staged near Morgan's Mill, Clarke county, and they saw one of the most intensely exciting races that has been held in Clarke county for many years. The race was run to earth by one of George Wiley's hounds, after a three-mile chase. Among those present and participating were Messrs. Bessie Kibbey, of Washington and the Misses Oxnard of Washington and Upperville, Va. The hunt had been expected to hold other meetings during the late autumn and winter seasons.

New Synod Is Convened.
The Presbyterian synod of Virginia, which has been in session in Lynchburg, Va., has adjourned and will hold its next annual session in Charles Town, Jefferson county, N. Va. Shortly after the synod closed the synod of West Virginia was organized at Lewisburg, that state, with Rev. Dr. Newton Donaldson of Huntington as moderator and Rev. Dr. Frederick H. Barron of Elkinsburg, W. Va., as secretary. Several West Virginia counties which have been in the Winchester Presbytery for many years are now in the new synod.

A class of forty-five persons, mostly boys and girls, was confirmed here this week in the Church of the Sacred Heart by Bishop Dennis J. O'Connell of the Richmond diocese, who, in the course of his sermon, recalled that he was pastor of the local church when thirty years ago and that none of his old-time parishioners is now living. The bishop and the present pastor, Rev. John McVerry, held similar services in the church at Front Royal on the following day.

Some of the harness and saddle factories in this section of the country have been requisitioned by the Bethlehem Steel Company, agents for the French government, to submit bids on portions of a contract for harness for the French troops now in the field. The main order is for artillery and wagon train harness for 300,000 horses, and 15,000 sets of harness are needed, each set being made for four horses. It is said to be the largest contract known to the trade and it will, it is expected, have the effect of raising the prices of a great many, if not all, leather products.

Meteor Falls in Page County.

Residents generally of one section of Page county were much excited the other night when a large meteor fell in that locality and made a big hole in the ground. The air is said to have been strong with an odor of brimstone and sulphur.

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James Wells, collector of the Broadway and Locust Point ferry, Baltimore, for the last thirty-eight years, died at the home of his son, James Wells, Jr. He had been in ill-health for about a year. He was born in East Baltimore sixty-six years ago, and was educated in that section.

LA FOLLETTE RULE FACES HARD TEST

Wisconsin to Decide for Progressivism or Conservatism in Tuesday's Election.

SENATOR NOW BATTLING FOR INDEPENDENT MAN

Hopes to Attract Voters From Both Old Parties—Republican Favored in Betting.

Special Dispatch to The Star.
MILWAUKEE, October 31.—Whether La Follette still rules Wisconsin politics or whether this state, the home of the progressive "Wisconsin idea," has abandoned progressivism and turned back to more conservative paths, will be tested in a desperate throw of the election dice, by Senator La Follette in the Tuesday's election.

Senator La Follette, with his candidates defeated at the primary in September, by conservative candidates, staked his political future on an attempt to overthrow the primary election verdict against him by an independent snub, to which he is trying to rally all the progressives of both parties. Though he told his progressive friends who wanted him to make the run himself, that he was too ill to enter the field, he is trying to win the latter half of this week, for a wind-up speaking campaign in behalf of the "independent" ticket, which he has installed in a formidable position. He has sponsored as his substitute in the race for governor.

Question to Be Solved.

With Emanuel L. Philipp as the regular republican candidate, the old leader of the conservative republicans, and John C. Karel, denominated a Tory by progressive democrats, as the two regular candidates for governor, La Follette is trying to demonstrate by the election of Blaine that the state is still progressive. Whether La Follette can pull enough votes for Blaine from both the republicans and democrats is a question yet to be solved. That question will, when answered, tell whether the star of La Follette has really fallen in Wisconsin, or whether the defeat at the primaries was the last expiring gasp of the traditional foe of "Little Bob."

Bet Against La Follette.

The betting contingent thinks La Follette's independent campaign can not win. All bets are on Philipp, with odds of ten to six, as regards election, and no even money can be secured at better than a bet of 25,000 plurality for Philipp.

The situation as regards La Follette and the Wisconsin campaign may have an overpowering influence on La Follette's ambition to run for President in 1916. If he loses this fall, it means he has lost his home state. A candidate who cannot control his home state has ordinarily been defeated before he could start a campaign. La Follette's defeat would be a serious blow to many historical political precedents that even if defeated this fall, he may continue his presidential campaign.

Praise men and flatter women and you'll have many friends.

FAMOUS GERMAN MORTARS GET OUT OF ORDER EASILY

Require Experts to Fire Them. Must Have Foundations. Move Slowly.

Correspondence of the Associated Press.
PARIS, October 26.—The question has been many times asked why the Germans, with their great numbers and their overwhelming superiority in artillery, after having broken the resistance of the allies at Charleroi and penetrated to the very gates of Paris, were unable to maintain their position. The military science of Gen. Joffre certainly furnished one reply to that question, but a military writer in the *Liberte du Sud* thinks there is another in the cumbersome character of the German heavy artillery.

The famous German mortars, the "brummers," are capable of firing a fourteen-inch shell as long as a man of average height a distance of eight miles. They were considered most formidable before the war, and, in fact, they did terrible execution on the forts of Liege and other fortified positions, but since their entry into France not much has been heard from them excepting the exploits at Rheims and at Maubeuge.

It has been discovered that this immense fighting machine is nearly as delicate in its mechanism as it is formidable. It requires experts to fire it, most of the gunners being engineers from the Krupp works and when something happens to them, as has been the case when they have come within reach of the "trenches," it is almost impossible to replace them. Besides, it is necessary that the mortars be installed in a favorable position, with well laid foundations; consequently when prearranged plans are disturbed their efficiency is greatly reduced.

It requires good roads also, and even the taking of the specialist ticket, to drive one of them, consequently they do not fit in very well with the equipment of an army that depends upon its

speed to win, and rainy weather, of course, is not at all good for them. Again, its effectiveness is neutralized when the French "75" is able to get inside its long range, and it does not stand long against the terrible hammering of which this gun is capable.

Finally, this expert thinks that in case of a forced retreat most of these heavy mortars are likely to be found by the French stuck in the mud.

MOTOR PLOWS USED FOR TRENCH CUTTING

Germans Also Have Apparatus Which Clips Wire Fences, Says a Correspondent.

Correspondence of the Associated Press.

LONDON, September 24.—The Germans do their trench cutting with motor plows, says an automobile expert of the *Daily Chronicle* in an article describing types of motor vehicles now in use in the war.

"Where variety is concerned," he says, "it must be conceded that the Germans can claim the greatest degree of forethought, for they have two types of machines at least which are not to be found elsewhere.

"Trenchcutters, it need hardly be said, play a leading part in the campaign. Now, it is not generally known, but it is none the less a fact, that the Germans use a good deal of their trench cutting by machinery. Before the war broke out they provided themselves with a number of mechanical plows, driven by 200-horsepower petrol motors.

"It does not need much imagination to realize that engines of that power can scoop out trenches much more rapidly than men with spades; and, though it is improbable that the number of these machines is so large that they are likely to be available at a moment's notice at every single point

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